

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 04623 062354Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W
-----071206Z 060702 /46

R 061711Z MAY 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
SECSTATE WASHDC 9776
INFO AMCONSUL ANTWERP

UNCLAS BRUSSELS 04623

E.O. 11652: N/A
TAGS: BEXP, BE
SUBJECT: BUSINESS INFORMATION OFFICES (BIO'S) IN BELGIAN
FAIRS (FY 78) - INTERNATIONAL HARBOR CONGRESS

REF: BRUSSELS 12320

1. IN REFTEL EMBASSY HAD RECOMMENDED THAT COMMERCE CONSIDER PARTICIPATING BY BIOS IN SEVERAL BELGIAN TRADE FAIRS SCHEDULED BY MEANS OF CATALOG SHOWS OR (FOR THE SALON DE LA QUINCAILLERIE ET DES ARTS-MENAGERS) A SHOWCASE EXHIBITION.

2. IN OUR DRAFT CCP FOR FY 78 (A-35 OF FEBRUARY 7), WE RECOMMENDED CAMPAIGN ENTITLED "PORT AND HARBOR EQUIPMENT". THE EMBASSY LEARNED SUBSEQUENT TO DRAFTING OF ABOVEMENTIONED AIRGRAM THAT INTERNATIONAL HARBOR CONGRESS IS SCHEDULED IN ANTWERP FROM MAY 24 TO MAY 31, 1978. CONSULATE GENERAL ANTWERP OBTAINED FOLLOWING INFORMATION ON THIS CONGRESS AND SHOW: IT IS HELD EVERY TWO YEARS WITH CONGRESS TAKING PLACE AT CREST HOTEL AND DEVOTED TO SCIENTIFIC TALKS AT A HIGH LEVEL; AN EXHIBIT DEVOTED TO PORT PROMOTION AND PORT EQUIPMENT IS HELD AT NEW HALL IN BOUWCENTRUM WHICH IS CLOSE TO CREST HOTEL. IN 1976, 23 EXHIBITORS HAD STANDS. EXHIBITORS WERE 40 PERCENT BELGIAN AND 60 PERCENT FOREIGN AND OVER 4,000 VISITORS WERE LOGGED.
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CONSULATE GENERAL ANTWERP LEARNED FROM SPONSORS VLAAMSE INGENIEURSVERENIGING THAT A BIO STAND AT BOUWCENTRUM WOULD COST APPROXIMATELY 60,000 BF AND ADDED EXPENSES COVERING TELEPHONES, ELECTRICITY, INSURANCE AND CLEANING CHARGES WOULD AMOUNT TO ABOUT 10,000 BF. BASIC COST FOR PARTICIPATION WOULD THEREFORE BE \$2,000. IF COMMERCE IS INTERESTED IN EXPLORING THIS

POSSIBILITY FURTHER EMBASSY AND CONSULATE GENERAL
ANTWERP WILL ATTEMPT TO SEEK FREE SPACE FROM CONGRESS
ORGANIZERS.

3. PLEASE ADVISE IF COMMERCE FUNDS COULD BE MADE
AVAILABLE FOR BIO AT INTERNATIONAL HARBOR CONGRESS.RENNER

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Message Attributes

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